

BLUEPRINT (ENT600) : JAL-JA RESTAURANT



TECHNOLOGY-BASED BUSINESS IDEA

BLUEPRINT : JAL-JA RESTAURANT

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAM : BACHELOR OF SCIENCE (HONS) MATHEMATICS

PROGRAM CODE : CS249

COURSE : TECHNOLOGY ENTREPRENEURSHIP

COURSE CODE : ENT600

SEMESTER 6

CLASS : D1CS2496B

NAME : SITI NUR ATHIRAH ADIBAH BINTI MAIDDIN (2017412542)

Submitted to

WAN MASNIZAH BINTI WAN AHMAD

Submission Date

27/6/2020

TABLE OF CONTENT

Contents	Page Number
1.0 EXECUTIVE SUMMARY	4
1.1 Description of the Business and Product Concepts	4
1.2 Target Market and Projections	4
1.3 Competitive Advantage	4
1.4 Profitability	5
1.5 Management Team	5
2.0 PRODUCT/SERVICE DESCRIPTION	6
3.0 TECHNOLOGY DESCRIPTION	10
3.1 Smart Menu	10
3.2 Conveyor Belt	12
4.0 MARKET ANALYSIS AND STRATEGIES	13
4.1 Customer	13
4.2 Market Size and Trends	15
4.3 Competition and Competitive Edges	16
4.4 Estimated Market Share and Sales	18
4.5 Marketing Strategy	18
5.0 MANAGEMENT TEAM	21
5.1 Organisation	21

5.2	Key Management Personnel	21
5.3	Management Compensation and Ownership	24
5.4	Schedule of Remuneration	25
5.5	Supporting Professional Advisors and Services	26
6.0	FINANCIAL PLAN	27
6.1	Start-up Cost	27
6.2	Working Capital	30
6.3	Start-up Capital and Financing	31
6.4	Cash Flow Statement	33
6.5	Income Statement	34
6.6	Balance Sheet	35
7.0	PROJECT MILESTONES	36
8.0	CONCLUSION	38
9.0	APPENDICES	40

1.0 EXECUTIVE SUMMARY

1.1 Description of the Business and Product Concepts

Jal-ja Restaurant is a partnership business that starts its operation in Kota Bharu, Kelantan. Our places will be open 6 days in a week from 12 pm until 10 pm. It is equally owned and managed by its four partners. Jal-ja Restaurant aims to offer its products at a competitive price to meet the demand of the middle to higher income local market area. The company is willing to hire more employees to handle customer service and day to day operations such as waitress, chef, and cashier.

Jal-ja Restaurant produces several types of dishes that are mainly based on sushi. We will make sure that every single dish that comes from our kitchen will be delicious, healthy and fulfill Malaysians appetite. The main specialty for Jal-ja Restaurant is that our menus system no longer uses paper but will appear on the tablets that are provided on every table. There are a few dishes that can be eaten readily by taking it off from the conveyor belt. Our products, restaurant design and finishes will continue to evolve based on consumer trends and demands.

1.2 Target Market and Projections

Our main target market is students, working people and families.

1.3 Competitive Advantage

Jal-ja Restaurant is not the first company that produces this product. Many other companies have come with their ideas to bring Japan's traditional dishes to Malaysia. For example, Sushi King and JC Sushi Restaurant have successfully created their names on this market. However,

Jal-ja Restaurant produces meals at affordable prices and good quality dishes with special features, which are :

- Using Smart Menus rather than print out menus on the paper.
- Uses conveyor belt system.
- Located in a very strategic place.
- Decoration of restaurants will be similar to any restaurant in Japan.

1.4 Profitability

We believe that Jal-ja Restaurant will generate a huge amount of profit with all of the new technologies that have been introduced. In the first year of operations, Jal-ja Restaurant plans on breaking even. In the next two and three years, the business will become more profitable as market share increases due to the teams learning to become more efficient in operations.

1.5 Management Team

